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recognition of said feature;

an intelligent controller having associated therewith a
means for accessing said programming material in
response to receiving said coded signal; and
a display unit for presenting said programming
material.

169. A system as defined in claim 168 wherein said textbook
comprises a college textbook.

170. A system as defined in claim 168 wherein said textbook
comprises a high school textbook.

171. A system as defined in claim 168 wherein said textbook
comprises a middle school textbook.

172. A system as defined in claim 168 wherein said textbook
comprises a primary school textbook.

173. A system as defined in claim 168 wherein said textbook
comprises a vocational school textbook.

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174. A system as defined in claim 168 wherein said textbook comprises a graduate school textbook.

175. A system as defined in claim 168 wherein said textbook comprises a professional school textbook.

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176. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said recognition unit.

177. A system as defined in claim 176 wherein said data link comprises an image data link.

178. A system as defined in claim 176 wherein said data link comprises a video data link.

179. A system as defined in claim 176 wherein said data link comprises a programming data link.

180. A system as defined in claim 176 wherein said data link comprises a sound data link.

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181. A system as defined in claim 176 wherein said data link comprises an online data link.

182. A system as defined in claim 176 wherein said data link comprises an online shopping data link.

183. A system as defined in claim 176 wherein said data link comprises a pictorial data link.

184. A system as defined in claim 176 wherein said data link comprises an electronic data link.

185. A system as defined in claim 176 wherein said data link comprises an electronic media link.

186. A system as defined in claim 176 wherein said data link comprises an "information superhighway" data link.

187. A system as defined in claim 186 wherein said "information superhighway" data link comprises the internet.

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188. A system as defined in claim 186 wherein said "information superhighway" data link comprises the world wide web.

189. A system as defined in claim 186 wherein said "information superhighway" data link comprises a computer network.

190. A system as defined in claim 186 wherein said "information superhighway" data link comprises an ISDN network.

191. A system as defined in claim 186 wherein said "information superhighway" data link comprises a telephone line.

192. A system as defined in claim 186 wherein said "information superhighway" data link comprises a CATV line.

193. A system as defined in claim 186 wherein said "information superhighway" data link comprises a local area network.

194. A system as defined in claim 186 wherein said "information superhighway" data link comprises a wide area network.

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195. A system as defined in claim 186 wherein said "information superhighway" data link comprises a data communications network.
196. A system as defined in claim 186 wherein said "information superhighway" data link comprises an Internet Product Service Directory.
197. A system as defined in claim 186 wherein said "information superhighway" data link comprises a globally based digital communications network.
198. A system as defined in claim 186 wherein said "information superhighway" data link comprises a wireless network link.
199. A system as defined in claim 186 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.
200. A system as defined in claim 186 wherein said "information superhighway" data link comprises an ethernet network.

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207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

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208. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

213. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible

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watermark.

215. A system as defined in claim 214 wherein said invisible watermark comprises a digital watermark.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

220. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

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character.

227. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a numeric code.

228. A system as defined in claim 168 wherein said programming material comprises information.

229. A system as defined in claim 228 wherein said information comprises supplemental information related to said textbook.

230. A system as defined in claim 228 wherein said information comprises a multimedia presentation.

231. A system as defined in claim 230 wherein said multimedia presentation comprises an instructional presentation.

232. A system as defined in claim 231 wherein said instructional material comprises supplemental text.

233. A system as defined in claim 231 wherein said instructional

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material comprises audio presentations.

234. A system as defined in claim 231 wherein said instructional material comprises video presentations.

235. A system as defined in claim 228 wherein said information comprises study-guide material.

236. A system as defined in claim 228 wherein said information comprises interactive exams and quizzes.

237. A system as defined in claim 228 wherein said information comprises educational course syllabi.

238. A system as defined in claim 228 wherein said information comprises educational course outlines.

239. A system as defined in claim 228 wherein said information comprises critical thinking exercises.

240. A system as defined in claim 228 wherein said information

comprises lecture outlines.

247. A system as defined in claim 168 wherein said programming

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material comprises a web page related to a professional organization referenced in said textbook.

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248. A system as defined in claim 168 wherein said programming material comprises a web page related to a government agency referenced in said textbook.

249. A system as defined in claim 168 wherein said programming material comprises a web page related to a commercial entity referenced in said textbook.

250. A system as defined in claim 168 wherein said programming material comprises a web page related to a cultural institution.

251. A system as defined in claim 168 wherein said programming material comprises a web page related to information about a educational institution.

252. A system as defined in claim 168 wherein said programming material comprises a service.

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253. A system as defined in claim 252 wherein said service includes displaying promotional programming on said display unit of said user.

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254. A system as defined in claim 252 wherein said service includes conducting an interaction with said user via a telephone.

255. A system as defined in claim 252 wherein said service includes conducting an interaction with a plurality of users via an online communication chat link.

256. A system as defined in claim 252 wherein said service includes conducting an interaction between a tutor and said user via an online communication chat link.

257. A system as defined in claim 168 wherein said display unit comprises a personal computer.

258. A system as defined in claim 257 wherein said personal computer comprises a laptop computer.

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259. A system as defined in claim 168 wherein said display unit comprises a television.
260. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.
261. A system as defined in claim 260 wherein said device containing a microprocessor is hand-held.
262. A system as defined in claim 260 wherein said device containing a microprocessor is portable.
263. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.
264. A system as defined in claim 168 wherein said display unit comprises an internet appliance.
265. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

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266. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

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267. A system as defined in claim 168 wherein said display unit comprises a simulated book.

268. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

269. A system as defined in claim 168 wherein said display unit comprises a web-based television.

270. A system as defined in claim 168 wherein said display unit comprises a pager.

271. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

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272. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader,

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an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

273. A system as defined in claim 272 wherein said recognition unit is linked to a personal computer.
274. A system as defined in claim 272 wherein said recognition unit is linked to a wireless interface.
275. A system as defined in claim 274 wherein said wireless interface comprises a wireless network.
276. A system as defined in claim 275 wherein said wireless network comprises a cellular network.
277. A system as defined in claim 274 wherein said wireless interface comprises a cellular telephone.
278. A system as defined in claim 274 wherein said wireless interface comprises a pager.

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279. A system as defined in claim 274 wherein said wireless interface comprises a wireless personal computer.

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280. A system as defined in claim 274 wherein said wireless interface comprises a personal digital assistant.

281. A system as defined in claim 272 wherein said recognition unit is linked to a personal digital assistant.

282. A system as defined in claim 272 wherein said recognition unit is linked to an Internet appliance.

283. A system as defined in claim 272 wherein said recognition unit is linked to a television set.

284. A system as defined in claim 272 wherein said recognition unit comprises a portion of a cellular telephone.

285. A system as defined in claim 272 wherein said recognition unit comprises a portion of a personal digital assistant.

286. A system as defined in claim 272 wherein said recognition unit comprises a portion of a remote control unit.

287. A system as defined in claim 272 wherein said recognition unit comprises a portion of a handwriting implement.

288. A method of providing a user access to programming material,
comprising the steps of:

imprinting a machine recognizable feature within a
textbook;
scanning said machine recognizable feature of said
textbook; and
transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
programming material is related to said textbook.

289. The method of claim 288 wherein said communication link includes the Internet.

290. The method of claim 288 wherein said machine recognizable

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feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

291. A method of providing a user access to supplemental programming material associated with a textbook, comprising the steps of:

imprinting a machine recognizable feature within said textbook wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material; scanning said machine recognizable feature within said textbook and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

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accessing programming material from said remote
server; and
transmitting said programming material to said user
allowing said user to perceive said programming
material in a humanly perceivable form, wherein
said programming material is related to said
textbook.

292. The method of claim 291 wherein said programming material
comprises multimedia.

293. The method of claim 291 wherein said machine recognizable
feature is selected from a group consisting of a bar code, a
universal product code, invisible bar code, magnetic code,
printed character, symbol, icon, invisible indicia, two-
dimensional figure, icon, invisible icon, watermark,
invisible watermark, digital watermark, series of
alphanumeric characters, binary code, digital watermark,
magnetic strip, code, analog pattern, and hieroglyphic
character.